

**ABSTRACT**

Automated system, methods, algorithms, procedures, and computer software programs and computer program products for improving and optimizing the performance of messaging campaigns, particularly for marketing campaigns in which advertisements or other messages are distributed over an interactive measurable medium such as the Internet. Analysis and Optimization method and procedure, an automated system, and system and method that exploit the underlying multi-attribute structure, as well as other features and advantages. Optimization procedures allocate the ad alternatives or other message to the customer population to optimize business objectives such as maximizing the number of positive responses received. Procedure for generating message allocations that improve and attempt to optimize the campaign performance. Methods ensure that campaign constraints are not violated. Methods can be implemented on a computer that is programmed to retrieve message performance information and to generate recommended message allocations for each stage in a multi-stage messaging campaign to achieve messaging goals.

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